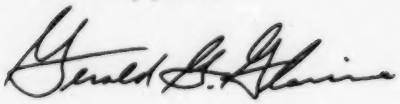
Honourable Joan Marie Aylward
Minister of Finance
Government of Newfoundland and Labrador
St. John's, Newfoundland
Canada A1B 4J6

Dear Ms. Aylward:

It is my pleasure to submit the 28th annual report of the Newfoundland Liquor Corporation (NLC). The report covers the fiscal year ending March 31, 2001 and summarizes the Corporation's activities during this reporting period.

Sincerely yours,



Gerald G. Glavine
President and CEO

President's Message

Progress. Dedication. Growth. These words reflect the corporate spirit of NLC in 2000-01. In all our activities this past year, we were guided by the goals and objectives of our strategic plan and by the commitment expressed in its mission statement to excellence in management and to both fiscal and social responsibility.

Fiscally, we are pleased to report a year of continued strength and growth. NLC sales increased in almost all categories. We realized a net profit of more than $96 million, an increase of more than $3 million over the previous year.

As a retailer, we are committed to enhancing consumer choice. Our product listings increased 3.7% during 2000-01. We are offering an expanded program of in-store promotions. And, of course, our popular Wine Fest continues to grow and was a sold-out success in 2000-01.

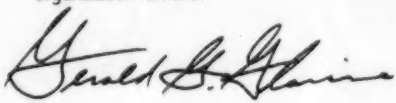
As part of our commitment to customer service, we are expanding and improving our retail spaces. In 2000-01, we opened a second specialty gift store in St. John's, relocated the Stephenville store and began to renovate one of our busiest locations, the Elizabeth Avenue store. Customers can now benefit from the opening of three new agency locations, including the Marine Atlantic ferries between Port Aux Basques and North Sydney. By year end, NLC had a total of 94 agency stores and 22 retail outlets to serve the people of Newfoundland and Labrador.

As a manufacturer, we moved forward with initiatives to maximize production efficiencies and enhance our profile as a major exporter of Newfoundland brands. Bottling plant production was up 4% over the previous year, and we continue to improve our facilities. We also increased our interprovincial sales by 33% over the previous year.

Social responsibility is part of all that we do. Throughout the year, NLC worked to raise awareness and promote public safety. Our broad-based effort included a high-profile Don't Drink and Drive campaign. We also focused on safe snowmobiling and targeted drinking by minors. We supported community organizations, welcoming into our stores MADD's Red Ribbon Campaign and the Salvation Army's Kettle Campaign.

We continue to move from being a supply-based organization to a socially responsible, customer-focused retailer. As we do so, we are working hard to improve operating efficiencies and to advance our technological capabilities. We are building a knowledge base that will enhance our ability to serve our customers and respond to their needs.

This past year, we have our employees to thank for our continued growth and for their willingness to embrace change. In addition, we would also like to thank our Board of Directors for their strong and effective leadership, and for their vision in moving our organization forward.



Gerald G. Glavine
President and C.E.O.

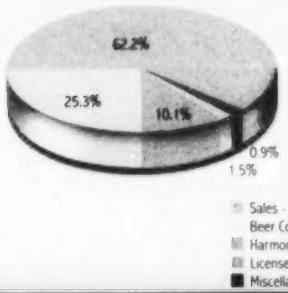
A socially responsible retailer operating 22 stores throughout the province, serving 94 agency stores and distributing to more than 1500 licensees.

Retail and Distribution Effectiveness

2000-01 was a year of growth for NLC sales. Throughout the year, we experienced continued growth across most spirit categories.

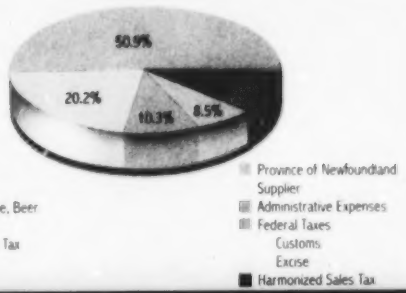
Rums increased 6.6%.
Whiskey increased 1%.
Vodka increased 6%.
Liqueurs increased 9%.
Coolers increased 27%.
Wine increased 11.3%, fueled by offerings from Australia, Chile and South Africa.
Indications are for continued, similar growth in the upcoming year.

Sources of Revenue



Fiscal Year 2000-2001

Application of Revenue



Fiscal Year 2000-2001

Effective Warehouse Management

Effective warehousing is essential to excellence in both management and customer service.

A superb effort by warehouse personnel enabled NLC to effectively service customer needs during a very busy year. We received and shipped 630,000 cases of product, an 8% increase over the previous year.

We are improving and expanding. Acquisition of and connection to facilities on 85 O'Leary Avenue will provide NLC with an expanded warehouse facility by spring 2002. With the right personnel in place, rationalization of inventory quantities and a refined ordering process, we expect to streamline our entire supply chain.

Loss Prevention and Effective Auditing

Effective loss prevention and auditing procedures are essential to both profitability and accountability.

Loss Prevention

The ongoing efforts of store employees combined with well-defined control procedures resulted in another successful year for loss prevention. Store losses represented .08% of total sales.

Effective Auditing

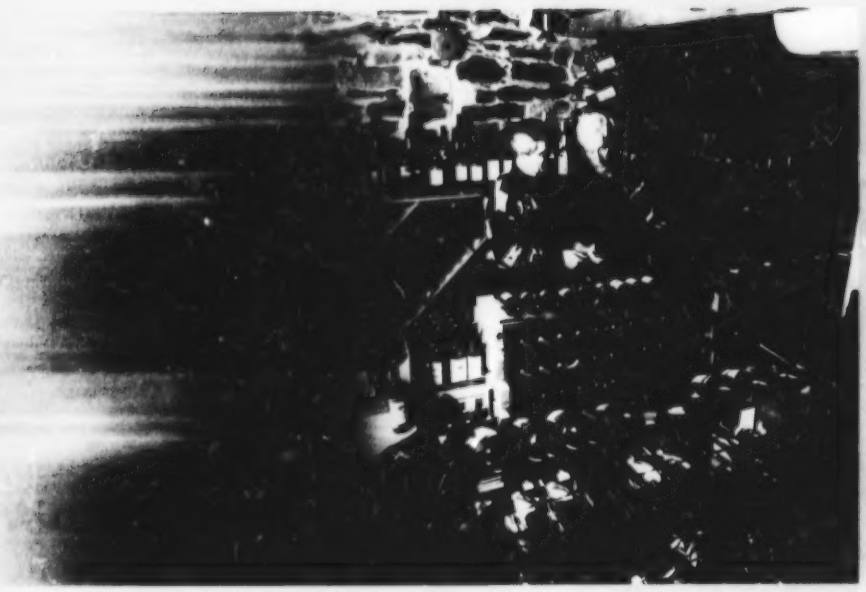
During the year, audit procedures were conducted on 10 NLC stores and 38 agency stores according to a plan based on risk assessment and priority. Audits were also conducted on three local breweries to verify production reports and related NLC commissions.

The records of a Newfoundland winery during an eight-year period were examined to ascertain the mark-up payable to NLC on wine sales at the winery's on-site store.

Financial analysis and credit verifications were completed on applications for five agency store competitions held during the year. Support was provided for agency transfers, and timely audit visits were scheduled for newly established agencies.

Assistance was given to store operations to implement the optimum control system for Wine Fest 2000.

NLC assisted the external auditors with their audit plan, the interim audit and year-end procedures. This reduced both audit time and expense.



Refocusing Our Building Blocks of Customer Service

NLC strives for excellence in meeting the needs of our customers. We aim to provide quality products and services delivered by knowledgeable employees in attractive and accessible facilities.

Improving Access and Availability

We are modernizing and adding to our retail outlets. To serve our customers better, NLC opened a new store this year, relocated another and began to renovate an existing store.

In December 2000, we opened our second year-round gift store–a 2,700 square-foot location at the Village Mall in St. John's. Sales have been encouraging and are expected to meet projected volumes.

We relocated our Stephenville store to 6,000 square feet of new, modern premises. This outlet is the first in the province to provide a fully equipped chill room.

NLC plans to renovate all our retail stores as part of our six-year plan. This year, major renovations began at the Elizabeth Avenue store in St. John's. Completed renovations will include a significantly larger retail space and a chill room for improved customer service.

We are opening new agency stores. Agency stores expand our retail base to many communities throughout Newfoundland and Labrador. This year, new agency stores were opened in Grey River and Port Blandford. As well, a contract went to Marine Atlantic for the Port Aux Basques to North Sydney ferry service. This initiative was in direct response to passenger requests.

Three agency stores changed ownership this year; in Bay L'Argent, Queen's Cove and Robert's Arm. In all cases, agency store competitions were held.

We are enhancing customer choice through product listings. To ensure that our product selection meets our dual objective of satisfying our customers while optimizing profits, we reviewed our product portfolio. Total active listings number 1,697, an increase of 3.7% over the previous year. Liqueurs and wines account for most new product additions.

We are implementing a new Shelf Management Plan. Five stores implemented a new plan designed to increase profitability through changes in product placement. This initiative, undertaken in conjunction with the Atlantic Association of Canadian Distillers, will be evaluated before adoption in other outlets.

Effective Marketing and Customer Education

We are expanding our in-store promotions. In-store promotions are increasingly popular with both suppliers and customers. They provide opportunities for customer education and input on our products. We are streamlining our promotions planning. In 2000-01, NLC replaced our yearly promotions schedule with a quarterly schedule. This allows both suppliers and stores to be more responsive and effective in focusing on programs to reflect market trends.

Wine Fest continues to grow. NLC's three-day consumer exhibition featuring wines from around the world was held for the fifth consecutive year in November 2000. The festival grows each year, with ticket demand exceeding availability, and capacity attendance of about 2,500 people this year. Representatives of the hospitality industry were invited to attend.

Wine Fest 2000 featured sampling sessions, supplier seminars, a wine-makers luncheon hosted by Italian supplier Banfi, and a gala dinner. NLC established a temporary on-site retail store for the event, with sales up more than 12% from the previous year. A portion of ticket sales–over $5,000 in 2000–was donated to the Newfoundland Symphony Orchestra.

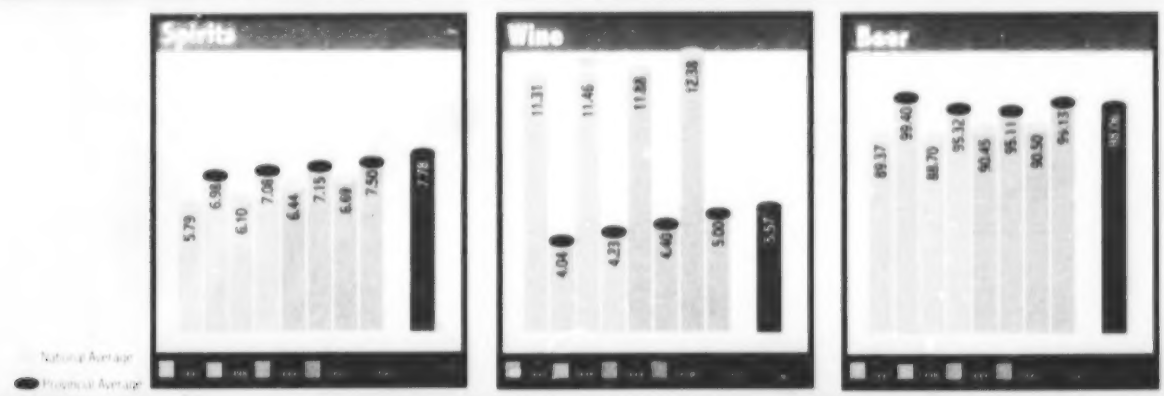
Building an Effective Point of Sale System

Point of Sale is where knowledge management meets customer service.

NLC is progressing toward a Point of Sale (POS) system. In 2000, the project's evaluation team identified a short-list of preferred vendors. Full deployment of the POS system is targeted for late spring/early summer 2002.

New technology and office automation tools were provided to all 22 NLC stores this year to ensure readiness for the launch of POS.

Per Capita Consumption (litres)



We are:

A manufacturer blending and bottling in excess of 83,200 cases of high-quality spirits annually

Manufacturer

Revitalizing Growth and Excellence

We are moving to both maximize production efficiencies and enhance our profile as a major exporter of Newfoundland products.

Bottling Plant Improvements

NLC's bottling plant experienced another full year of operation. Production increased to 83,200 cases, up 4% over the previous year.

We are continuing our efforts to improve operating efficiencies and replace older equipment. NLC plans to modernize labelling equipment, acquire a new carton erector, replace water treatment equipment, and acquire new transport tanks to increase our carrying capacity and reduce transportation costs. Acquisition of and connection to facilities on 85 O'Leary Avenue will produce further efficiencies by reducing our reliance on off-site storage.

This year, we invited visitors to tour the bottling facility. We hope to offer more and expanded tours to increase awareness of our production capabilities and increase market awareness of local products.

Exporter

Export Growth

This year, NLC highlighted its activities as a manufacturer and exporter through targeted marketing of our brands. NLC blends and bottles the highest quality spirits from around the world–rum from Jamaica and Guyana, brandy from France, and vodka and gin from Canada. Brands blended and bottled include the following rums: Screech, Cabot Tower, Old Sam, London Dock, Big Dipper Dark and Big Dipper Gold. Iceberg Vodka, Booth's Vodka, Booth's Gin, Gold Ribbon Whisky, Kingsway Whisky, and Charenac Brandy are also blended and bottled at NLC.

Marketing efforts this year focused on several key brands: Iceberg Vodka, Screech, Old Sam, Cabot Tower and Big Dipper Gold. Key initiatives included the re-design of the Screech label to reflect brand positioning in the marketplace, a project scheduled for completion in 2002. We also launched Club Sam, a promotional program designed as a private club to reward consumers of the brand. This program has been exceptionally successful. We also introduced a new package for Cabot Tower to highlight NLC's participation in the province's 2001 Receiving the World, our celebration of 100 years since Marconi's first wireless transatlantic message. Throughout the year, we conducted promotional programs for Big Dipper Gold in all stores and agencies.

NLC participated in the annual meetings of both Hospitality Newfoundland and Labrador and the Newfoundland Manufacturing Association. Our display highlighted our manufacturing activities and presented a selection of our brands.

Throughout the year, we increased both our exports of Newfoundland products and their visibility within the marketplace. We shipped 33,000 cases of spirits to other Canadian provinces, an increase of 33% over the previous year. Iceberg Vodka fueled this increase, but Screech and Old Sam were also contributors. A major focus during 2000-01 was the completion of a profitability analysis in order to re-align priorities in the exports sector. We are also looking at the possibility of expanding our export market to include such areas as the northeastern United States.

We are:

An employer dedicated to developing and supporting a skilled workforce throughout the province.

Employer

Investing in a Quality Workplace

NLC strives to build workplace quality and support the professional and personal development of employees.

At NLC we know that we owe our success to the skill and enthusiasm of our employees. As a specialized industry, we require specialized manufacturing employees. We also recognize that skilled retail workers are the cornerstone of customer service and education. We are therefore committed to effective communications and pro-active identification of training needs. NLC management is mobilizing to help our employees meet the challenges that come with growth and change.

Expansion and Innovation

In 2000-01, NLC's corporate local area network was expanded to include all head office employees. These employees were provided with Internet and e-mail access.

The NLC Systems Department grew to seven positions and is expected to reach 16 employees in the next fiscal year. Expansion and restructuring of the Systems team will ensure that the necessary resources are available to support the existing IT infrastructure and the expansion required for POS and future IT initiatives.

Training

An array of training opportunities was offered to NLC employees during the year. In-house seminars, workshops and meetings were combined with post-secondary courses and out-sourced training programs to provide employees with opportunities to improve their personal and professional skills. In anticipation of the POS environment, employees were also provided computer skills training.

Other training initiatives included the organization and delivery of pre-retirement planning sessions in St. John's and Corner Brook. The Human Resources Department took a lead role in planning and organizing sessions for Managers' and Assistant Managers' seminars on workplace ethics, creative problem-solving, coaching for performance, and the Employee Assistance Program.

In conjunction with the Memorial University of Newfoundland Centre for Management Development, NLC offered a supervisory management skills program to Assistant Managers and to other supervisors. For the first time, NLC opened up the program to employees who frequently serve in acting managerial roles.

Labour Relations

NLC maintained a positive labour relations environment in 2000-01 with few new grievances and none requiring outside assistance for resolution.

In May 2000, a collective agreement amendment resulted in the implementation of pay equity adjustments affecting several classifications and representing the final chapter in a pay equity process begun in 1988.

Social Activities

This year for the first time, NLC employees participated in social activities recognizing Public Service Week. Positive feedback and increased morale spurred the Corporation to decide to participate in this event on an annual basis.

Employment Opportunities

Job competition activity reached an all-time high in 2000-01 due to the creation of new positions as well as resignations and retirements. In addition, significant recruitment activity of temporary staff was required to cover seasonal peaks as well as on-going call-ins.

Social Responsibility

Social responsibility is a common thread woven through all we do. At NLC, we believe that our role as a socially responsible corporation requires much more than compliance and enforcement. We are committed to public education and community involvement.

Alcohol Awareness

Programs promoting alcohol awareness were developed and implemented during the year.

The Drinking & Driving Awareness Program was a successful public awareness campaign involving Grade Four students throughout the province. Students illustrated NLC brown bags with their impressions of the dangers of drinking and driving. Over 7,000 bags were collected and distributed by stores. Prizes were awarded in each of the five school zones and to the overall provincial winner.

A Christmas Don't Drink and Drive campaign highlighted seasonal consumption peaks and promoted safe holidays.

NLC also completed several media campaigns targeted at drinking and driving, safety on water, safe snowmobiling and drinking by minors.

Community Involvement

NLC continues to increase its involvement in provincial fundraising efforts. Commitments to fundraising over the next year have been made to charitable organizations including: Janeway Children's Hospital, Child Find Newfoundland and Labrador, and the provincial division of the Canadian Diabetes Association.

NLC continues to support the Royal Canadian Legion Poppy Drive, the Salvation Army Kettle Fund and the Red Ribbon Campaign of Mothers Against Drunk Driving (MADD).

Financial Performance

An organization is truly successful when it strikes a balance between customer needs and operational efficiencies. NLC strives each year to understand customer needs and translate that understanding into profitability. Our financial statistics are a reflection of that success.

Auditors' Report

The Board of Directors,
Newfoundland Liquor Corporation

We have audited the balance sheet of the Newfoundland Liquor Corporation as at March 31, 2001 and the statements of income, retained earnings and cash flows for the year then ended. These financial statements are the responsibility of the Corporation's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Corporation as at March 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Deloitte & Touche LLP
Chartered Accountants

St. John's, Newfoundland,
July 25, 2001.

Newfoundland Liquor Corporation
Balance Sheet as at March 31, 2001

	2001	2000
ASSETS		
Current		
Cash	$ 13,931,183	$ 12,841,401
Accounts receivable	5,650,181	2,331,938
Beer commissions receivable	3,737,850	4,208,597
Inventories, at cost (Note 2)	22,377,427	20,811,566
Prepaid expenses	406,285	362,894
	46,102,926	40,556,396
Capital assets (Note 3)	4,585,996	3,103,985
Leased assets (Note 4)	308,342	105,591
Intangible assets (Note 5)	162,402	182,601
	$ 51,159,666	$ 43,948,573
LIABILITIES		
Current		
Accounts payable and accrued liabilities	$ 13,162,287	$ 12,268,988
Accrued vacation pay	519,319	408,487
Current portion of long term debt (Note 6)	100,000	100,000
	13,781,606	12,777,475
Accrued severance pay	1,883,315	1,717,726
Long term debt (Note 6)	200,000	300,000
	15,864,921	14,795,201
EQUITY		
Retained earnings	35,294,745	29,153,372
	$ 51,159,666	$ 43,948,573

ON BEHALF OF THE BOARD:

PRESIDENT

CHAIRMAN OF THE BOARD

Statement of Retained Earnings
For the Year Ended March 31, 2001

	2001	2000
Balance, beginning of the year	$ 29,153,372	$ 32,323,210
Net income for the year	96,141,373	92,830,162
	125,294,745	125,153,372
Payments to the Province of Newfoundland	90,000,000	96,000,000
Balance, end of the year	$ 35,294,745	$ 29,153,372

Statement of Income
For the Year Ended March 31, 2001

	2001	2000
Sales	$ 109,859,854	$ 104,391,202
Cost of goods sold		
Inventory, beginning of the year	20,811,566	19,876,587
Purchases	46,021,945	43,142,341
Cost of goods available for sale	66,833,511	63,018,928
Less: Inventory, end of the year	22,377,427	20,811,566
	44,456,084	42,207,362
Gross profit	65,403,770	62,183,840
Commission revenue on sale of beer	44,655,436	43,959,460
Other income		
Commission on licensee purchases	2,699,173	2,585,818
Interest	970,609	1,046,897
Miscellaneous	660,554	378,960
	4,330,336	4,011,675
Income from operations	114,389,542	110,154,975
Administrative and operating expenses (Schedule 1)	18,248,169	17,324,813
Net income for the year	$ 96,141,373	$ 92,830,162

Statement of Cash Flows
For the Year Ended March 31, 2001

	2001	2000
Operating activities		
Net income for the year	$ 96,141,373	$ 92,830,162
Items not requiring (generating) cash		
Amortization	505,359	564,876
Gain on disposal of capital assets	(242,027)	(181)
	96,404,705	93,394,857
Net change in non-cash working capital	(3,452,617)	(392,494)
Accrual for severance pay	165,589	27,912
	93,117,677	93,030,275
Investing activities		
Proceeds on disposal of capital assets	255,389	11,170
Purchase of capital assets	(2,183,284)	(505,095)
	(1,927,895)	(493,925)
Financing activities		
Payments to the Province of Newfoundland	(90,000,000)	(96,000,000)
Decrease in long term debt	(100,000)	(100,000)
	(90,100,000)	(96,100,000)
Increase (decrease) in cash for the year	1,089,782	(3,563,650)
Cash, beginning of the year	12,841,401	16,405,051
Cash, end of the year	$ 13,931,183	$ 12,841,401

Notes to Financial Statements
March 31, 2001

1. Accounting policies

a. Inventories
Inventory is recorded at the lower of net realizable value or cost, which is measured at actual landed cost including freight and federal taxes.

b. Capital assets
Capital assets are recorded at cost. Amortization is recorded over the expected useful life of the asset on a straight line basis as follows:

Buildings	20 years
Store equipment and fixtures	5 years
Motor vehicles	3 years
Office furniture and equipment	5 years and 10 years
Plant and warehouse equipment	5 years

c. Leased assets
Leased assets are recorded at cost. Amortization is recorded over the terms of the leases on a straight line basis as follows:

Leasehold improvements	1 to 20 years
Leased land	30 years

Leasehold improvements made to head office premises are expensed in the year incurred.

d. Intangible assets
Intangible assets consist of a trademark which is recorded at cost and amortized on a straight line basis over a ten-year period.

e. Severance pay
A liability for severance pay is recorded in the accounts for all employees who have a vested right to receive such payment. No provision for severance pay liability is made for employees who have less than nine years of continual service.

f. Financial instruments
The Corporation has evaluated fair values of its financial instruments based on the current interest rate environment, related market values and current pricing of financial instruments with comparable terms. The carrying value of these financial instruments is considered to approximate fair value.

g. Accounting estimates
The preparation of the Corporation's financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities as at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates. Estimates are used when accounting for items and matters such as allowance for uncollectible accounts receivable, inventory obsolescence, amortization, taxes, provisions and contingencies.

2. Inventories

	2001	2000
Head office	$ 7,811,409	$ 7,577,918
Branch stores	6,348,721	5,239,195
Stock in transit	4,438,384	4,072,771
Raw materials	1,316,744	983,261
Finished goods	2,444,086	2,926,136
Work in progress	18,083	12,285
	$22,377,427	$20,811,566

3. Capital assets

	2001 Cost	2001 Accumulated Amortization	2001 Net Book Value	2000 Net Book Value
Land	$ 1,128,840	$ -	$ 1,128,840	$ 1,136,841
Buildings	6,168,700	3,546,492	2,622,208	1,390,767
Store equipment and fixtures	1,134,608	984,029	150,579	48,769
Motor vehicles	98,947	60,982	37,965	32,756
Office furniture and equipment	1,676,625	1,302,689	373,936	311,892
Plant and warehouse equipment	2,554,942	2,282,474	272,468	182,960
	$12,762,662	$ 8,176,666	$ 4,585,996	$ 3,103,985

4. Leased assets

	2001 Cost	2001 Accumulated Amortization	2001 Net Book Value	2000 Net Book Value
Leasehold improvements	$ 4,416,438	$ 4,190,075	$ 226,363	$ 15,248
Leased land	248,925	166,946	81,979	90,343
	$ 4,665,363	$ 4,357,021	$ 308,342	$ 105,591

5. Intangible assets

	2001 Cost	2001 Accumulated Amortization	2001 Net Book Value	2000 Net Book Value
Trademark	$ 202,800	$ 40,398	$ 162,402	$ 182,601

6. Long term debt

	2001	2000
11 7/20% debenture, issued to Brant Investments and held by National Trust Company Limited, repayable in annual principal instalments of $100,000	$ 300,000	$ 400,000
Less: current portion	100,000	100,000
	$ 200,000	$ 300,000

These debentures are guaranteed unconditionally, as to principal and interest, by the Province of Newfoundland.

7. Lease commitments

The Corporation has entered into rental leases covering retail outlets. Annual lease obligations for the next five years are as follows:

2002	$ 1,002,144
2003	919,334
2004	663,796
2005	545,305
2006	378,119
	$ 3,508,698

8. Related party transactions

The Corporation is leasing office and warehouse space in St. John's from the Department of Works, Services and Transportation. These leases are rent free; however, all operating and maintenance costs related to the buildings are the responsibility of the Corporation.

9. Pensions

The Corporation and its employees are subject to the Public Service Pensions Act effective June 26, 1973. Pension contributions deducted from employees' salaries are matched by the Corporation and then remitted to the Province of Newfoundland Pooled Pension Fund from which pensions will be paid to employees when they retire. The Corporation's share of pension expense for the year is $452,894 (2000 - $406,868).

Schedule of Administrative and Operating Expenses
For the Year Ended March 31, 2001

	2001	2000
Salaries and employee benefits	$ 9,747,102	$ 9,090,473
Agency store commission and expenses	3,626,345	3,208,462
Rent	943,790	859,169
Interest and bank charges	482,691	412,831
Marketing	472,209	600,999
Amortization on capital assets	385,370	378,387
Freight to stores	296,887	267,602
Repairs and maintenance	253,722	214,508
Heat and light	247,294	234,751
Stationery and office supplies	205,134	175,847
Staff training	169,157	110,484
Cleaning	153,422	147,082
Miscellaneous	134,456	61,624
Store supplies and wrapping	132,833	111,199
Communications	132,289	141,768
Municipal tax	124,834	111,580
Inventory breakage and shortage	123,000	145,772
Travel	119,298	136,057
Professional fees	112,780	72,305
Security	99,767	92,863
Inventory storage charges	97,475	57,292
Consulting fees	72,074	283,537
Postage	45,592	54,253
Insurance	44,987	48,386
Interest on long term debt	44,676	57,233
Directors' fees and expenses	43,545	38,493
Amortization on leased assets	40,613	69,336
Advertising	36,137	39,821
Dues and subscriptions	30,483	27,134
Uniforms	30,156	48,749
Staff recruitment	20,507	12,612
Motor vehicle expenses	14,685	16,524
Bad debt expense (recovery)	6,886	(4,207)
New product development	-	2,068
Gain on disposal of capital assets	(242,027)	(181)
Total	$ 18,248,169	$17,324,813

Corporate Statistics

Sales and Income, 1998-2001

	1998	1999	2000	2001
Sales	96,021,660	97,280,231		
Gross Profit on Sales	57,196,387	57,843,091		
Commission Revenue on Sale of Beer	40,992,605	41,739,902		
Commission on Licensee Purchases	2,383,988	2,453,842		
Other Income	775,936	1,304,089		
Income from Operations	101,148,914	103,340,924		

Product Sales Volumes (litres)

	1998	1999	2000	2001
Spirits	2,856,165	2,863,379	3,009,478	3,148,922
Wine	1,665,860	1,711,402	1,976,062	2,201,416
Beer	847,115	876,466	992,926	980,000
Specialty	97,435	108,337	104,793	90,000
Total	5,466,575	5,559,584	6,083,259	6,420,338

Wine Sales (litres)

	1998	1999	2000	2001
Fortified Wines	100,029	91,404	90,125	87,000
Cracking, Sparkling, Champagne	286,875	218,124	203,023	214,000
Table Wine	946,840	936,927	1,057,439	1,100,000
Flavoured Wines and Cider	332,120	464,947	625,475	800,000
Total Wine	1,665,860	1,711,402	1,976,062	2,201,416

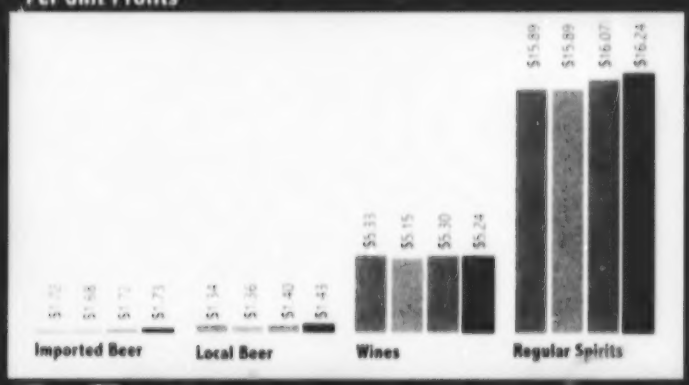
Spirit Sales by Product Type (litres)

	1998	1999	2000	2001
Rum	1,420,370	1,409,060		
Rye Whiskey	785,275	748,681		
Scotch / other Whiskey	98,610	98,000		
Gin	53,735	53,971		
Vodka	274,360	289,402		
Brandy	26,980	25,952		
Cognac	2,615	2,403		
Liqueurs	201,040	212,201		
Miscellaneous	13,200	13,321		
Total Spirits	2,856,165	2,863,379		

Beer Sales (litres)

	1998	1999	2000	2001
Local Beer (bottles)	574,565	642,000		
Local Beer (cans)	70,649	70,000		
Imported Beer	202,000	164,466		
Total Beer	847,115	876,466		

Per Unit Profits



Number of Liquor Licenses

Brewer's Agent	
Club	
Lounge	
Hotel / Motel	
Restaurant	
Tour Boat	
Tourist Home	
Transportation Services	
Catering	
Other	
Special Events Issues	

Sales and Income, 1998-2001

- Sales
- Gross Profit on Sales
- Commission Revenue on Sale of Beer
- Commission on Licensee Purchases
- Other Income
- Income from Operations

Product Sales Volumes (litres)

- Spirits
- Wine
- Beer
- Specialty
- Total

Wine Sales (litres)

- Fortified Wines
- Crackling, Sparkling, Champagne
- Table Wine
- Flavoured Wines and Cider
- Total Wine

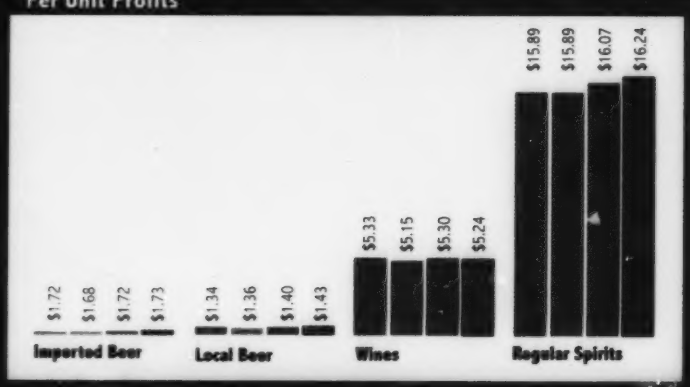
Spirit Sales by Product Type (litres)

- Rum
- Rye Whiskey
- Scotch - other Whiskey
- Gin
- Vodka
- Brandy
- Cognac
- Liqueurs
- Miscellaneous
- Total Spirits

Beer Sales (litres)

- Local Beer (bottles)
- Local Beer (cans)
- Imported Beer
- Total Beer

Per Unit Profits



Number of Liquor Licenses

- Brewer's Agent
- Club
- Lounge
- Hotel / Motel
- Restaurant
- Tour Boat
- Tourist Home
- Transportation Services
- Catering
- Other
- Special Events Issues

NLC Corporate Stores Revenue

Location	Dollar Volume (Year-Ending Mar. 31/01)
Eastern Region:	
Elizabeth Avenue East, St. John's	$9,675,416
Murray Premises, St. John's	4,311,983
Kenmount Road, St. John's	2,862,638
Harbour Grace	4,102,375
Churchill Square, St. John's	2,656,543
Licensee Branch, St. John's	2,676,535
Mount Pearl	5,855,780
Placentia	2,267,503
Topsail Road, St. John's	6,818,613
Bay Roberts	3,611,154
Agency Store Branch	13,481,205
Avalon Mall, St. John's	2,012,973
Village Mall, St. John's *	478,252
Wine Show, St. John's *	189,928
Sundry Sales	2,022,474
Central Region:	
Gander	$5,431,267
Grand Falls	4,566,885
Clarenville	9,391,918
Marystown	3,691,976
Western Region:	
Corner Brook Plaza	$2,470,277
Port Aux Basques	1,858,086
Stephenville	2,908,825
Labrador City	2,304,739
Deer Lake	7,526,724
Corner Brook Millbrook	4,219,376
Happy Valley	2,466,409
Total	$109,859,854

*(Not in operation for the full fiscal year)